

FWM March 2015 Webinar

GET LUCKY WITH LOCAL SEO



What will you learn today?

1. Refresh of the FWM TEN
MARKETING COMMANDMENTS
2. Review of Commandment #3: “Thou shall optimize local search and niche directories”
3. Why local search matters to you
4. What listings to optimize and how
5. Paid directories to consider

The 10 Marketing Commandments:

1. Thou shall have overall VISION, GOALS, and STRATEGY
2. Thou shall update your website regularly
3. Thou shall optimize local search / niche directories
4. Thou shall create a sustainable review strategy
5. Thou shall create and promote excellent content
6. Thou shall promote community involvement
7. Thou shall be social on social media
8. Thou shall nurture your herd with follow-up campaigns
9. Thou shall embrace PR and court the media
10. Thou shall respectfully and wisely use paid advertising



YOUR ONE TRUE WEBSITE



One brand, one website

What is “Local Search”?

1. Results for searches that have “local intent”
2. Local results show as well as organic
3. GoogleMyBusiness / Google+ show
4. Map shows in search results



pizza delivery



Web Maps Videos Images Shopping More Search tools

About 201,000,000 results (0.76 seconds)

Pizza, Pizza Hut Menu | Pizza Hut

www.pizzahut.com/ Pizza Hut

Make it great with a **Pizza** from your neighborhood **Pizza Hut** - find our menu, ... areas and charges, and minimum purchase requirements for **delivery** may vary. Find Your Local Pizza Hut. - View Order - The Flavor of Now - Jobs

Baton Rouge - Pizza Delivery from Domino's

pizza.dominos.com/louisiana/baton-rouge/ Domino's Pizza

Baton Rouge **pizza delivery**: Order now! Pizza restaurants offering takeout and delivery are here, complete with pizza locations, delivery menus, coupons, ...

Best Baton Rouge Delivery Pizza Places - Urbanspoon

www.urbanspoon.com Restaurants Baton Rouge Pizza Urbanspoon

Baton Rouge **Delivery Pizza Places**. Reviews from critics, food blogs and fellow diners.



Map for pizza delivery

Pizza Hut

www.pizzahut.com

3.3 ★★★★★ 10 Google reviews · Google+ page

Johnny's Pizza House

www.johnnys-pizza.com

3.9 ★★★★★ 16 Google reviews

Domino's Pizza

www.dominos.com

2.9 ★★★★★ 15 Google reviews · Google+ page

Pizza Hut

www.pizzahut.com

4 Google reviews · Google+ page

Papa John's Pizza

www.papajohns.com

3.8 ★★★★★ 5 Google reviews · Google+ page

Pizza Hut

www.pizzahut.com

2.2 ★★★★★ 7 Google reviews · Google+ page

A 4410 Highland Rd
Baton Rouge, LA
(225) 768-7096

B 8873 Highland Rd
Baton Rouge, LA
(225) 763-9797

C Ogden Park Shopping
Center, 2806
Government St
Baton Rouge, LA
(225) 383-3030

D 2906 Government St
Baton Rouge, LA
(225) 379-8551

E 257A Lee Dr
Baton Rouge, LA
(225) 765-7272

F 9618 Jefferson Hwy
Baton Rouge, LA
(225) 298-4269

Why Is Local Search Important?

- Local businesses get a boost from local listings that include:
 - Address
 - Phone number
 - Google+ review ratings
- Enhanced keyword visibility
- Consistent **Name, Address, and Phone Number (NAP)** information is key!





What is a Citation?

A “citation” is a mention of your business name or address anywhere online. It may or may not include a link back to your business.

Your Goal is a Consistent NAP:

- Name
- Address
- Phone Number



Tools to Check NAP Consistency



Moz Local

moz.com/local/search



Yext

www.Yext.com

Local Citations

PRIMARY: Create or claim...

1. Acxiom
2. Infogroup
3. Localeze
4. Factual



Local Citations

SECONDARY: Create or claim...

1. Yellowpages
2. Superpages
3. MerchantCircle
4. Manta
5. eLocal
6. Local.BOTW.com
7. BBB

Local Citations and Profiles

KEY POINTS:

1. Be ACCURATE
2. Be CONSISTENT
3. Be THOROUGH
4. Link to your website when possible...
but **do not abuse anchor text!**

[CLICK HERE!](#)

One of the most common anchor texts on the internet

Local Profiles

GoogleMyBusiness / Google+



NOTE! *New Quality Guideline Changes!*

1. No location in business name
2. Individual member pages – just name not business as well
3. Use as FEW categories as possible

<http://localu.org/blog/rules-for-google-plus-local-for-business-listings/>

Local Profiles

1. Yahoo!
2. Bing Local
3. YouTube
4. Facebook
5. Yext.com



What Else to Update?

1. Claim unclaimed listings
2. Delete duplicates
3. Correct categories
4. Pictures
5. Videos
6. Compelling description
7. Note if site allows reviews
8. Any other features available?



Keep a spreadsheet of URLs, logins, notes, date last checked!

Paid Directories

To buy or not to buy, that is the question...



Paid Directories

General paid directories...

1. Ezillion.com
2. Business.com
3. BOTW.com



Paid Directories

Attorney paid directories...

1. FindLaw.com
2. Avvo.com
3. Justia.com
4. Martindale.com
5. HG.org
6. NOLO.com

www.fosterwebmarketing.com/blog/the-best-directory-sites-for-attorneys.cfm

Paid Directories

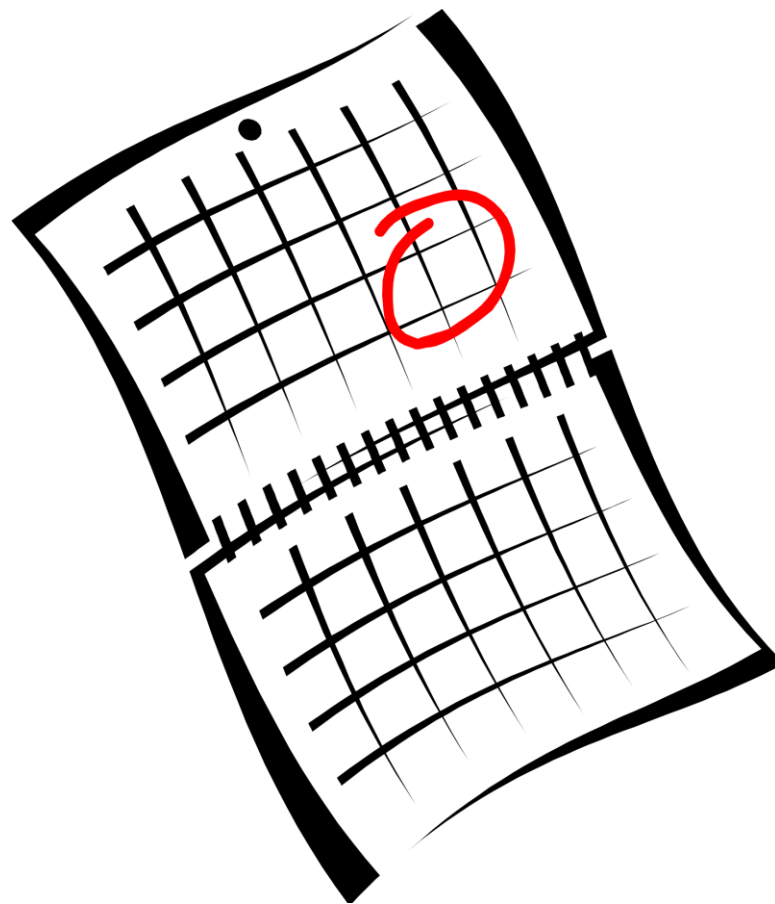
Doctor paid directories...

1. HealthGrades.com
2. RateMDs.com
3. ZocDoc.com
4. DoctorDirectory.com
5. BestDoctors.com
6. Medicare.gov

www.fosterwebmarketing.com/blog/the-best-places-for-doctors-to-be-listed-online.cfm

Routine Maintenance Alert!

*How often
should you
check your
citations and
profiles?*





Questions?

RESOURCES

- View our pre-recorded webinars at **FWM.tips**
- **Want to know what's up with your website?**
We offer a free review of your website with a one-on-one consultation. Fill out www.FWMAAnalysis.com
- **Next webinar April 21, 2015:** Step 4 *“Thou shall create a sustainable review strategy”*